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1. In a process for making a multiple-layer label, the steps of:
 - providing hold-down openings in a first web defining an upper label layer;
 - combining said first web with a second web defining a base label
 - 5 layer; and
 - applying an adhesive overlaminant to said first web, said overlaminant extending over and through said hold-down openings in said first web and securing said first and second webs together.
2. The process of claim 1 wherein the second web is a composite of
 - 10 a base label material, adhesive and a liner, and including the further step of die-cutting said first web and overlaminant into discrete upper labels on said second web.
3. The process of claim 2 including in the die-cutting step, the step
 - 15 of forming edge portions of said upper labels along the edges defining portions of said hold-down openings in said first web, such that the die-cut overlaminant extends over both leading and trailing edges of said die-cut upper label in said first web.
4. The process of claim 2 including the further step of removing a
 - 20 combined waste matrix of overlaminant and first web, and leaving discrete upper labels on said second web.

5. The process of claim 4 including the further step of die cutting said second web to form discrete base labels with discrete upper labels on the base labels.
6. The process of claim 5 including the further step of removing a
5 waste matrix of at least said second web to leave a series of base labels, each with a discrete upper label thereon, on said liner.
7. The process of claim 2, wherein the die cutting step includes cutting an upper label shape, including a removal tab shape, in said overlaminates and including a portion of otherwise waste matrix of said
10 first web under a leading end of the tab-shape of said overlaminates to define a multiple layer tab of said overlaminates material of said first web.
8. The process of claim 1 including carrying out said steps in a single of the webs through a press.
9. The process of claim 2 including the step of die cutting a plurality
15 of discrete upper labels extending transversely on and across said second web.
10. The process of claim 1 including removing material cut out from the openings in said first web.

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11. In a process of forming a multiple layer label, the steps of:
providing hold-down openings in a first web defining an upper layer
label,
combining said first web with a second web defining a base label
5 layer, and applying a hold-down tape to said first web in a disposition
overlying said openings;
said hold-down tape securing said two webs together through said
openings; and
die cutting said first web and said tape and removing a combined
10 waste matrix of portions of said first web and said hold-down tape to
leave discrete upper labels held by discrete hold-down tapes on said
second web, wherein said hold-down tapes are narrower than the width
of said discrete upper labels.

12. The process of claim 11, including the further step of applying an adhesive overlaminant web onto said second web and over said discrete upper labels and hold-down tapes.
13. The process of claim 12 including the further step of die cutting
5 said overlaminant into shapes overlapping at least portions of said discrete upper labels.
14. The process of claim 13 including the further step of removing a waste matrix of overlaminant from around said discrete upper labels.
15. The process of claim 14 wherein said second web includes a
10 composite of base label layer, adhesive and liner, and includes the further step of die cutting said second web to define a series of base labels on said liner, each having an upper label thereon.
16. The process of claim 15 including the further step of removing a waste matrix of said second web to leave a series of base labels on said
15 liner, each carrying an upper label covered by said overlaminant.

17. A label supply comprising a liner of indeterminate length and a series of multiple layer labels thereon, said labels including:

a base label having adhesive on a bottom side securing said labels to said liner and for attachment to an article;

5 an upper label on each base label, said upper label including a label layer and an overlaminant wherein selvage areas of said overlaminant overlap edges of said upper label and secure said upper label to said base label; and

10 said overlaminant defining a tab portion for lifting said upper label from said base label, said tab including a portion of upper label material separate and spaced from the body of the upper label and attached to said tab portion.

18. A label supply as in claim 17 wherein said upper label is comprised of a plurality of label layers.
19. A label supply as in claim 17 wherein said upper label extends to at least one edge of said base label.

20. A label supply comprising a liner of indeterminate length and a series of multiple layer labels thereon, said labels including:

~~a base label having adhesive on a bottom side securing said base label to said liner and for attachment to an article;~~

5 an upper label on each base label, said upper label including an upper label layer and an overlaminant extending over leading and trailing edges of said upper label layer for holding said upper layer to said base label;

said overlaminated comprises a hold-down tape being substantially narrower than said upper label layer.

21. A label supply as in claim 20 wherein said overlaminates has a central longitudinal area free of adhesive, said upper label layer having a forwardly-extending removal tab and said longitudinal area of said overlaminates free of adhesive, being disposed over said tab.

15 22. A label supply as in claim 20 wherein said upper label comprises
a plurality of label layers.

23. A label supply as in claim 20 wherein said upper label extends to at least one edge of said base label.

24. ~~A label supply as in claim 20 further including a non-release surface on said base for holding portions of said upper label on said base label.~~

25. A stock material for producing multiple layer labels comprising:
- a first upper label web of indeterminate length having transverse,
hold-down openings therethrough;
- a second base label web including a liner and a label web having
adhesive thereon and covered by said liner;
- an adhesive overlaminant disposed on said first web, extending
through said hold-down openings and holding said two webs together in
register through said hold-down holes.

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26. A stock material as in claim 25 wherein said overlaminated substantially covers said first web.

27. A stock material as in claim 25 wherein said stock material comprises a tape of a width substantially narrower than said first web in
5 a transverse direction.

28. A stock material as in claim 27 including a longitudinal area free of adhesive in said tape for facilitating tab and label removal.

29. A stock material as in claim 28 wherein said label comprises a removal tab, and wherein the longitudinal area free of adhesive in said
10 tape overlies said tab.

30. A stock material as in claim 27 wherein said tape covers a portion of said hold-down openings.

31. A stock material as in claim 25 wherein said first web comprises a plurality of upper label layers.

32. A stock material as in claim 25 having a release web on portions of said base label web to facilitate release of portions of said multiple layer labels.

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33. A multiple layer label comprising:

a base label layer having adhesive on a bottom said for attachment
to an article;

an upper label layer on said base label layer;

5 an overlaminant disposed over said upper label layer and
overlapping portions of said upper label layer to removably secure it to
said base label layer;

said overlaminant having a tab at one end and further including a
layer of upper label layer material attached thereto at said tab and spaced
10 apart from said upper label layer.

34. A multiple layer label as in claim 33 wherein said overlaminant
overlaps said upper label layer substantially around all sides and is
removable upon lifting said tab to separate said upper label from covering
the base layer.

15 35. A multiple layer label as in claim 33 wherein said overlaminant is
a film overlying said upper label layer at least coextensively.

36. A multiple layer label as in claim 33 wherein said overlaminant is
a film of substantially less width than said upper label layer.

37. A multiple layer label as in claim 36, said film having an extended longitudinal center portion free of adhesive overlying said tab.

38. A multiple layer label as in claim 33 wherein said upper label layer is a fanciful shape, said tab and said material attached thereto comprising a portion of said shape.

39. A multiple layer label as in claim 33 including a plurality of upper label layers.

40. A multiple layer labels as in claim 33 further including a release coating on portions of said base label layer to facilitate removal of at least portions of at least one of said upper label layers and said overlaminant therefrom.

41. In a process for making labels, the steps of:

providing hold-down openings in a first web defining an upper label layer;

combining said first web with a second carrier web;

5 applying an adhesive overlaminant to said first web, said overlaminant extending over and through said hold-down openings in said first web and securing said first web to said web carrier.

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42. The process of claim 41, including the further step of die cutting at least said overlaminates and removing a waste matrix of overlaminates to produce a series of discrete upper labels held on said carrier web by remaining portions of said overlaminates.

5 43. The process of claim 42, including the step of die cutting said overlaminates at a leading edge of said upper label so that it is coextensive therewith.

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44. A label supply comprising:
- a carrier web of indeterminate length;
 - a plurality of discrete upper labels disposed sequentially on said carrier web;
 - 5 each label including a label layer and an overlaminant;
 - said overlaminant overlapping said label layer along substantially all of its longitudinal sides and across its trailing edge, and holding said layer on said carrier web; and
 - 10 said overlaminant being coextensive with said label layer along its leading edge.

45. In a process of making multiple layer labels, the steps of:

providing a series of transversely extending hold-down openings

across and in a first web defining an upper label layer;

providing a series of longitudinally extending hold-down openings

5 in said first web;

said two respective series alternating in disposition on said web;

combining said first web with a second web defining a base label
layer;

10 applying an adhesive overlaminant on said first web, said
overlaminant extending over said hold-down holes and securing said two
webs together through said holes;

cutting a series of upper label shapes in said overlaminant with at
least two upper labels being disposed side-by-side transversely across
said second web.

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46. A process as in claim 45 including the further step of defining tabs in said upper labels with tabs of labels which are substantially defined between said transversely extending hold-down openings being located on a leading edge of such labels and tabs of labels which are substantially defined between longitudinally-extending hold-down openings being located on longitudinal side edges of such labels.

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47. A process as in claim 46 including stripping from said structure a waste matrix, leaving a plurality of discrete upper labels on said second web, said overlaminates overlapping at least two respective parallel edges of each upper label layer.

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48. A process as in claim 47 wherein the tab defining steps includes cutting a tab-shaped portion of said first web under a portion of said overlaminates, forming each tab such that each tab comprises an overlaminates adhered to a tab portion of said first web to facilitate tab lifting and label removal.

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49. The process of claim 47 wherein said second web comprises a base label layer adhered to a liner, and further including the step of die cutting said base label layer of said second web and stripping therefrom a waste matrix of said base label layer to leave a series of base labels on said liner with each base label carrying a plurality of upper labels thereon.

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50. A multiple layer label comprising:

an upper label;

an adhesive hold-down strip overlapping two opposite edges of
said upper label;

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a tab extending from one of said overlapped edges;

said hold-down strip having an elongated non-adhesive area
intermediate longitudinal edges thereof, said tab lying under a portion of
said non-adhesive area; and

an overlaminate overlapping said upper label.

51. A label as in claim 51 including cut lines in said overlaminates parallel to said hold-down tape and interior of longitudinal edges of said upper layer.

5 52. A label as in claim 51 including a base label, said overlaminates adhered to said base around three edges of said upper label other than said one edge bearing said tab.

53. A label as in claim 52 including non-release areas on said base beneath overlapping edges of said overlaminates.

10 54. A label as in claim 50 including a base label, said upper label disposed thereon, and a non-release area in one area of said base label underlying one edge of said overlaminates to provide a label hinge.

15 55. A label as in claim 54, wherein said laminate overlaps at least three sides of said upper label and is adhered in said overlapped areas to release areas of said base label and further including cut lines in to parallel margins of said overlaminates adhered to said release areas.

56. A label as in claim 50, wherein said hold-down strip overlaps three edges of said upper label and is parallel to said one overlapped edge having said tab, said tab lying in same non-adhesive area of said strip.

57. A label as in claim 56 including a base label, said upper label disposed thereon and being overlapped on all sides by said overlaminates, and further including cut lines disposed in overlapping portions of said overlaminates perpendicular to said elongated hold-down strip.

5 58. A label as in claim 56 including a base label, said upper label disposed thereon and being overlapped on all sides by said overlaminates and further including cut lines in said overlaminates and said upper label perpendicular to said elongated hold-down tape and interior of two edges of said upper label.

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